



GRANDE PRAIRIE
2010
ARCTIC WINTER GAMES
DREAM ACHIEVE INSPIRE

2010 Arctic Winter Games
Visual Identity Guidelines

An international celebration of sport and culture March 6 to 13, 2010





Introduction

The way an organization represents itself visually can enhance its reputation, raise its profile and contribute to its success. It is important the 2010 Arctic Winter Games Host Society present an image to the community using a consistent graphic identity that is instantly recognizable, and reinforces and supports our brand as an historic and significant sport and cultural event. This manual is a very useful tool in correctly presenting the 2010 Arctic Winter Games visual identity. This manual contains standards for layout, typography, basic language usage and defines how the 2010 Arctic Winter Games logo must be applied to publications, recognition items, stationary, document templates, signage, website applications and other forms of visual communications.

Accountability

The Marketing Division is responsible for the daily administration of the standards. Any questions arising from these standards, or direction regarding a specific application not fully covered within this manual, should be directed to the Marketing Division at (780) 538-4777 or please visit our website at www.awg2010.org.
All printed communications materials produced for the 2010 Arctic Winter Games for public consumption must be submitted for approval to the Marketing Division.

Authorized Users

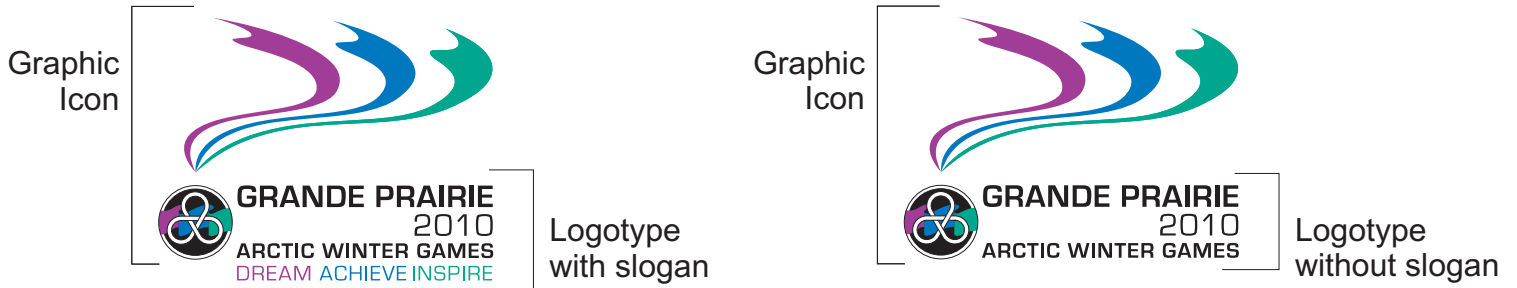
The following are included among Authorized Users of the 2010 Arctic Winter Games Official Logo, subject to the terms and conditions set out in their individual contracts or agreements.

- **Funding Partners** - The governments providing core funding to the 2010 Arctic Winter Games are permitted to use the official logo for non-commercial purposes.
- **Sponsors** - As outlined in their individual contracts or agreements corporate and other non-governmental sponsors of the 2010 Arctic Winter Games are permitted to use the official logo in packaging, promotions, advertising and communications as outlined in their contracts or other agreements.
- **Others** - Sport and cultural organizations at the territorial, provincial, state and national level may request permission to use the 2010 Arctic Winter Games Official Logo for non-commercial applications, including letterhead, uniforms and advertising. Approval will generally be granted or denied based on the organization's involvement in, and relevance to, the 2010 Arctic Winter Games.



The Corporate Signature

The corporate signature is composed of two components (graphic icon and the logotype) that must always appear together.



The Logotype

Within the corporate signature, in association with the graphic icon, the 2010 Arctic Winter Games logotype consists of the words “Arctic Winter Games” and “Grande Prairie 2010”. The shape, proportions, space and colour of the logotype must always be retained. The logotype must always be reproduced as established from the electronic files provided through the 2010 Arctic Winter Games Host Society. The logotype may never appear by itself, but must always appear in conjunction with the other element (graphic icon) of the corporate signature.

High resolution versions of the 2010 Arctic Winter Games logo can be obtained by contacting 1.780.538.4777 or by emailing info@awg2010.org

The Graphic Icon

The corporate signature includes a stylized northern lights and the official logo of the Arctic Winter Games International Committee. These northern lights extend from the circular logo of the Arctic Winter Games International Committee, reaching out to northern communities to invite them to participate in the warmth of the south.





Minimum and Recommended Sizes

The minimum size for the official logo without logotype to be reproduced clearly is 0.5" x 0.5". When the logo is reproduced with logotype, the 0.5" x 0.5" size standard still applies to the graphical component. The recommended size for the logo to be reproduced is at least 1 inch x 1 inch.

Free Space Standards

The minimum distance permitted between the official logo, with or without logotype, and all surrounding graphic and/or typographic elements is one-half the width of the logo (including logotype, where applicable).

Positioning of Other Logos

The 2010 Arctic Winter Games logo must appear in a ratio of no less than 2:1 when used in conjunction with other logos, such as sponsor's logos.

Exception: When used in conjunction with government funding partners, the logo may appear in the ratio of 2:1.5.

Improper use of logo

It is important to keep the logo in the original format. Do not add, exclude, resize, change, reposition elements, or change typestyle.

Corporate Stationery

The official corporate stationery projects our identity and often is the form of interaction that makes the first impression. To ensure consistency in our identity through our correspondence, basic rules should be followed. Margins for official correspondence should align on the left and right side at once inch (1").

Templates

In order to simplify the many and varied print applications required in the day-to-day operations of the 2010 Arctic Winter Games Host Society, templates have been created for:

- letterhead
- fax cover sheets
- media releases
- business cards
- PowerPoint presentations
- email memos



Typeface

The font in the logo is all the same: Eurostile
GRANDE PRAIRIE is bold 48pt
2010 is regular 48pt
ARCTIC WINTER GAMES is bold 32pt
DREAM ACHIEVE INSPIRE is regular 32pt

Colour Applications

Wherever possible, the official logo should be reproduced in full-colour. In order to reproduce the logo properly, the following colours must be used:

Pantone Purple - C:40, M:90, Y:0 K:0

Blue PMS 300 - C:100, M:45, Y:0 K:0

Pantone Green - C:100, M:0, Y:60 K:0

Maintaining these colour standards is an important component of the visual identity guidelines and contributes significantly to maintaining the Arctic Winter Games corporate identity.

In One Colour - If the 2010 Arctic Winter Games logo cannot be reproduced using Pantone or CMYK colours, then it is acceptable for the logo to be printed in black, or reversed out of any solid colour. Where applicable, include a black logo and a reversed image logo.

**Pantone colours are industry standards for designers and printers. Pantone is a registered trademark of Pantone Inc.*

If you have any questions or require any assistance please call (780) 538-4777 or please visit our website at www.awg2010.org.